



Board Meeting Minutes

Meeting being held virtually due to health pandemic in accordance with MN §13D.021, subd. 1 per declaration by Board Chair

Laura Jeffrey Academy Board Meeting
Tuesday, May 17, 2022, 6:15 – 8:15 PM

Members

Sarah Carter
Sonia Feder-Lewis
Kate Agnew
Sean Quinn
Ann Henderson
Paul Regan
Lisa Alter Capell
Julie Silvers
Anna Robinson, Leadership Rep., *ex officio*

Guests

Eileen Lindstrom, Leadership Team
Lizzie Forshee, Leadership Team
Annie Lien, Leadership Team
Amanda Dahlke, Dieci School Finance

Absent

Amanda Moon

Agenda

1. Welcome
 - a. Meeting called to order at: 6:17 p.m.
2. Public Comment: None
3. Approval of Agenda
 - a. Motion to approve: Sean
 - b. Second: Paul
 - c. Discussion: None.
 - d. Votes: 8 vote yes, agenda approved
4. Approval of April 2022 Meeting Minutes
 - a. Motion to approve: Lisa
 - b. Second: Ann
 - c. Discussion: one correction to minutes, and noted board leadership will be decided in June, not May.
 - d. Votes: 5 yes, 3 abstain, minutes approved

5. Financials

a. Approval of April Financials

- i. Presentation provided by Sean.
- ii. In good shape financially, better than planned by budget, may end up being underpaid by state. Takes into account funds spent on advertising (spent \$30,000 of \$60,000 budgeted).
- iii. Bank Switch to Northeast Bank in progress, needed to have initial transfer made.
- iv. Motion to approve: Kate
- v. Second: Sonia
- vi. Votes: 8 yes, approved

6. Committee Reports

a. Development Committee

- i. Annie provided presentation from Committee
- ii. Marketing work
 1. Messaging. What words represent who we are? Community discussed and voted. "Think, Dream, Do" used on website.
 2. Website changes. Less text, clear calls to action, and added asset "Spark a Conversation." Consensus from the Board that this looks great.
 3. Search Engine Optimization. Will we pop-up when someone does a web search for LJA. Use of key-word language. Use of Google analytics (track how people come to our website, how long they are on).
 4. Social Media Presence. Staff trained on increasing use of social media.
 5. Lead Management - Enrollment. Workflow of how to manage interested families. Redesigned enrollment materials, now fillable PDF forms that can be emailed. Coming this summer- branded content and new communication tools.
 6. Application trends.
- iii. Feels like we really got our money's worth. Glad we made the decision to move forward with doing this.
- iv. Could the training on social media be given to parents? Email from Julie was helpful to give tips.
- v. KPOP dance club on TikTok.
- vi. Use Twitter? Have unburied an old account, looking as a next step when we have capacity.

7. Academic Performance Evaluation

a. FY19

- i. Documentation reviewed

b. FY21

- i. Documentation reviewed. (FY 21 - remote learning year.)

8. Leadership Team Update

a. Osprey Wilds Contract Extension

- i. Eileen provided an update.
- ii. Indicators 6.1 and 6.2, moved points from one to the other.
- iii. Indicators 4.1 and 4.2, replaced with 4.3 and 4.4. (comparing student's score to score from the previous year).
- iv. Osprey Wilds is doing a two-year extension for all charter schools under contract.

b. Health Insurance

- i. Lizzie provided an update.
- ii. Next year, an increase of 3% on premiums.

c. Enrollment Update

- i. Anna provided an update.
- ii. 34 applications for next year. 21 enrollment paperwork. Currently projecting 67 students for next year. Hoping for 70-75 when the budget is ready.

- d. 2022-23 Annual Budget Status
 - i. Seeing what we can do with various enrollment points. Starting with an initial budget based on having 75 students. Will have something to Board soon.
 - ii. Want budget approved before doing work agreements.
 - iii. Will schedule a special board meeting to review the budget (and discuss by-law amendment).
9. LJA Board Observation Feedback
 - a. Emily from Osprey Wilds came in March to observe the Board meeting.
 - b. Did really well overall.
 - c. One issue related to open meeting laws, making sure meeting materials are available to the public prior to the meeting. Have corrected this by posting materials in advance of the board meeting.
 - d. Issue with information on the website regarding where the board meets.
10. Board Self Reflection Survey
 - a. The Policy Committee met and updated the survey yesterday.
 - b. Sarah will provide a link to the survey for members to take before the next meeting.
11. June Meeting
 - a. Occurs after school is out. Can have the meeting in person, with some attending at home without having to disclose location.
 - b. Support for meeting in person (and seeing the school).
 - c. Will have the Leadership Team review.
12. Adjourn
 - a. Motion to approve: Lisa
 - b. Second: Sean
 - c. Votes: 8 yes, approved

Respectfully submitted by Paul Regan